



## Handout 4 - Creating a Band Logo

*With its bright colors and playful design, the “Tongue and Lips” logo perfectly encapsulates the rebellious attitude of the Rolling Stones, who were considered the “bad boys” of Rock and Roll. In this activity, you will imagine your group is a design firm hired to make a band a logo.*

**Step One:** Establish what kind of band has contacted you to create a logo. What is the name of the band? What kind of music do they play (Rock, Rap, Punk, Heavy Metal, Pop, etc.)? What do they wear onstage? What kind of attitude do they portray in public (rebellious, serious, scary, cute, wholesome, political, dangerous, playful, etc.)? Be prepared to explain to the class what kind of band has contacted your agency.

**Step Two:** Once the group has established what type of band you are working with, each individual drafts a logo for that band. When creating the logo, consider the principles of design and how the logo represents the band’s image,

**Step Three:** Nominate 1-2 students to present their design to the class. In the presentation, address the band’s general image and attitude, and how the logo reflects that. Also address how the logo adheres to the principles of design. Or discuss which principles of design are broken, and for what reason.